

# MEMO

**DATE:** October 5, 2006

**TO:** Administration Committee  
Regional Council

**FROM:** Wayne Moore, CFO (213) 236-1804  
Email: moore@scag.ca.gov

**SUBJECT:** Contracts and Purchase Orders between \$5,000 - \$250,000 and  
MOU's between \$5,000 - \$250,000

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## SUMMARY:

### SCAG executed the following Contract(s) between \$5,000 and \$250,000

- Consilium Associates \$ 49,781  
Assessment of Tribal Issues for RTP
- Digital Mapping, Inc. \$ 49,200  
Land Use Imagery for Imperial County
- Fehr & Peers \$ 35,000  
Support for Goods Movement MOU
- Fox and Sohagi LLP \$150,000  
Legal Counsel for Environmental matters
- Liebert Cassidy Whitmore \$ 75,000  
Legal Counsel for Human Resources matters
- Lindell L. Marsh \$ 35,000  
Support for Goods Movement MOU
- Solimar Research Group \$ 99,669  
South Bay Mixed Use Centers Study
- UCSB Economic Forecasting Project \$ 87,225  
Wage dynamics data analysis

**SCAG executed the following Purchase Order(s) between \$5,000 and \$250,000**

- Frame Club \$ 12,704.22  
Various frames for awards, presentations, etc.
- PhotoCenter Imaging \$ 7,351.53  
Hallway Photos including City Member, Accomplishments, and President's
- Speech Com \$ 16,764.18  
Speech training in the English language

**SCAG executed the following MOU(s) between \$5,000 and \$250,000**

- None

## **CONSULTANT CONTRACT**

**Consultant:** Consilium Associates

**Scope:** The Consultant will support the development of the 2007 Regional Transportation Plan (RTP) by coordinating and garnering tribal input on key RTP issues and at critical RTP milestones. The Consultant will identify key contacts at each federally-recognized tribal government within the SCAG region and at appropriate representative tribal organizations; assess past, current, and future tribal transportation planning priorities and issues; evaluate how such concerns may be addressed by the RTP; identify areas that may require further coordination; and meet with tribal governments in advance of key RTP milestones to ensure that the tribes are informed and have the opportunity to provide input.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$49,781</b>
	Consilium Associates (prime)	\$33,241
	Village Earth (subcontractor)	\$16,540

**Contract Period:** 12 months from start of contract

**Work Element:** 07-010.SCGC2 – \$49,781      Funding source: Consolidated  
Planning Grant – FHWA & TDA

**Request for Proposal:** SCAG e-mailed a bid alert notice for RFP 07-029 to 542 consultants and posted notice on SCAG's bid management system. The following three proposals were received in response to the solicitation:

Consilium Associates (1 subcontractor)	\$49,781
Los Angeles County Economic Development Corporation (1 subcontractor)	\$49,312
Iteris, Inc., dba Meyer, Mohaddes (0 subcontractors)	\$49,650

**Selection Process:** The Proposal Review Committee (PRC) evaluated all three proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with all three offerors.

The PRC comprised the following individuals:

Jo Sanford, Senior Transportation Planner, Caltrans District 8  
Philip Law, Senior Regional Planner Specialist, SCAG  
Arnold San Miguel, Senior Government Affairs Analyst, SCAG

**Basis for Selection:**

The PRC recommends Consilium Associates for the contract award because of their comprehensive and distinctive responses to the interview questions, and because they demonstrated a unique insight and strategy for working with tribal governments. Additionally, Consilium Associates presented a balanced strategy that effectively addressed the technical, political, and outreach issues associated with this project. Consilium Associates presented an innovative approach to working with the tribal governments through a participatory planning strategy that seeks to enable the tribal participants to continue their efforts beyond the conclusion of this project. Consilium Associates received the highest evaluation score of the three consultants.

## **CONSULTANT CONTRACT**

**Consultant:** Digital Mapping, Inc.

**Scope:** The region covered by the Southern California Association of Governments, known as the SCAG Region, includes the counties of Los Angeles, Orange, Riverside, San Bernardino, Ventura and Imperial. As part of SCAG's efforts to become the central source of information for the Southern California region we are seeking a consultant that can provide aerial imagery for the County of Imperial.

This project is for the acquisition and delivery of digital color imagery for the County of Imperial. The imagery produced will be used by SCAG in the development of an existing land use database. The aerial imagery will also be used for other planning related activities by SCAG and other stakeholders. SCAG intends to disseminate a copy of the database to other interested public agencies within the region.

The Consultant will fly the entire county of Imperial and produce a set of aerial photography at a 1-foot resolution for the urban portion of the county and at 2-foot resolution for the remaining area.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$49,200</b>
	Digital Mapping, Inc. (prime)	\$49,200

**Contract Period:** Notice to Proceed through June 30, 2007

<b>Work Element:</b>	07-040.SCGC6	\$49,200	Funding Sources: Consolidated Planning Grant – FTA & FHWA
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**Request for Proposal:** SCAG staff notified 214 firms of the release of RFP No. 07-031. In addition, the RFP was posted on the Urban Transportation Monitor, and American Planning Association websites. The RFP was also advertised on SCAG's bid management system. The following two proposals were received in response to the solicitation:

Digital Mapping, Inc. (no subcontractors)	\$49,200
Mapcon Mapping, Inc. (2 subcontractors)	\$68,221

**Selection Process:** The Proposal Review Committee (PRC) evaluated both proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with the two offerors.

The PRC was comprised of the following individuals:

Pablo Gutierrez, Sr. Regional Planner, SCAG  
Pat Landrum, GIS Manager, Caltrans District 11  
Javier Minjares, Sr. Regional Planner, SCAG

**Basis for Selection:**

The PRC committee recommends Digital Mapping, Inc. for the contract award because of the firm's unique qualifications to fulfill the requirements of the project. Digital Mapping, Inc. has an extensive background in aerial photography and has the in-house resources to deliver the product on time and within budget. Because of their ownership of aircraft and their being located in the SCAG region they will be able to quickly start on the project and complete the work required within 45 working days.

Digital Mapping, Inc. solution provides the power of state of the art digital camera, corporate ownership of aircraft and a complete understanding of the needs of the agency. They will dedicate one of their airplanes solely to this project ensuring project delivery on time. They also have 2 daily shifts thus providing for faster turnaround times.

Digital Mapping, Inc. has the experience of acquiring imagery for large projects in a short time period. They have completed digital imagery acquisition for the entire County of Orange and Imperial. They regularly work with officials of various organizations from whom they would need to acquire clearances to photography areas like military bases and aviation fields.

Digital Mapping, Inc. has 18 years of experience in the field of aerial imagery. They also have a complete understanding of aerial triangulation and ortho-rectification thus ensuring the SCAG receives a high quality product. They are very well qualified to meet the needs outlined in this project.

## **CONSULTANT CONTRACT**

**Consultant:**

Fehr & Peers

**Scope:**

The Southern California Association of Governments (SCAG) is the designated Metropolitan Planning Organization (MPO) for the six-county region. As the designated MPO, SCAG has the responsibility to develop a Regional Transportation Plan (RTP).

In developing the RTP, SCAG has been using a travel demand model to evaluate alternative transportation/land use policies and investment strategies. Transportation and land use interact with each other. Transportation investment will impact the relative attractiveness of some areas versus the others and hence result in corresponding changes through subsequent land development. However, SCAG's travel demand model has been running with a set of *given* land use scenarios represented by the socioeconomic data for each traffic analysis zone (TAZ). The current travel demand model is sensitive to land use but the land use scenarios do not reflect the effects of transportation accessibility.

Since 2000, SCAG has been undertaking a Growth Visioning process which resulted in the adoption of a Compass Growth Vision and Implementation Framework. To implement the Growth Vision, the Compass 2% Strategy promotes a concentration of new and infill development along existing and planned transit corridors, and existing and new urban centers to optimally accommodate growth in the region. The Strategy is intended to support regional goals for mobility, livability, prosperity and sustainability. An important part of the 2% Strategy is to leverage the positive feedbacks between transportation and land use to foster a more efficient development pattern. The implementation of the 2% Strategy will be greatly facilitated through analytical tools incorporating interactions between transportation and land use.

There is a need for enhanced decision support tools for plan development and policy assessment. Specifically, there is a need to incorporate interactions and feedbacks between transportation and land use through the development of an integrated land use transportation model. The integrated land use transportation model, building on the foundation in behavior theory, should be capable of evaluating a wide range of land use and transportation policies and their interactions.

This project, building on the previous efforts by SCAG, Caltrans and others, is intended to conduct an assessment and recommend strategies to develop a land use model as a component of an integrated land use transportation model. The strategy will identify

the modeling approach, incremental development options, data needs, staffing needs, schedule, costs and a phasing plan.

Specifically, this project will:

- perform a targeted assessment of land use model development options with respect to the needs of SCAG
- recommend a development strategy including associated land use and transportation models
- identify the data required to develop, calibrate, validate and maintain the model
- draft the detailed scope of work for model development in the short-term (three to five years)

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$50,196</b>
	Fehr & Peers (prime)	\$36,011
	Richard Kuzmarak (subcontractor)	\$ 5,625
	Expert Panel (subcontractors to be determined)	\$ 5,760
	Reid Ewing (subcontractor)	\$ 2,800

**Contract Period:** Notice to Proceed through February 28, 2007

**Work Element:** 06-070.SCGC11.2      \$50,196      Funding Sources: FHWA  
Planning & TDA

**Request for Proposal:** SCAG staff notified 640 pre-qualified firms of the release of RFP No. 07-005. The RFP was also advertised on The Urban Transportation Monitor's website (lawleypublications.com), American Planning Association's website, and SCAG's website. The following three proposals were received in response to the solicitation:

Fehr & Peers (3 subcontractors)	\$50,196
Konstadinos Goulas (no subcontractors)	\$50,000
LSA Associates, Inc. (no subcontractors)	\$50,226

**Selection Process:** The Proposal Review Committee (PRC) evaluated all three proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with all three offerors.

The PRC was comprised of the following individuals:

Mike Ainsworth, Lead Modeling Analyst, SCAG  
Tony Van Haagen, Research Program Specialist, Caltrans District 7  
Wesley Hong, Senior Regional Planner, SCAG  
Huasha Liu, Data & Monitoring Manager, SCAG  
Rongsheng Luo, Senior Regional Planner, SCAG



**Basis for Selection:**

The PRC recommends Fehr & Peers for the contract award because of the firm's unique qualifications to fulfill the requirements of the project.

First, the study approach proposed by Fehr & Peers is creative and clearly outlined. Their approach consists of two phases: the evaluation of potential candidate models and selection of the preferred option and the development of a strategy for implementing the integrated model. The first phase will consist of eleven steps, including creating lists of candidates and reviewing them by Delphi Panel, identifying SCAG's needs to use this new technical tool to address current and future regional planning and policy issues, and confirmation of selection. There are four steps in the second phase, including examining travel demand model structure, identifying data requirements, preparing budget and schedule, and finalizing report.

Second, Fehr & Peers is fully aware of the complexity and challenges of selecting and implementing the most effective system of integrated land use and transportation models, especially for SCAG region. As such, Fehr & Peers identified several key issues to address and they specifically emphasized the importance of functionality, accuracy, and defensibility of the model. For example, a complete land use and transportation model of the entire SCAG region may require days or weeks to run, even with distributive processing. Fehr & Peers may therefore consider an implementation of a segmented model with several sub-models, each of which covers a geographic sub-region for computational purposes, which are then combined to produce regional forecasts. Other challenges include user interface design, time constraints and staff development etc. All these considerations will be carefully incorporated into their assessment process.

Finally, Fehr & Peers is experienced with similar projects and familiar with regional and local planning issues. For example, Fehr & Peers has participated in several integrated land use and transportation demand model for the Sacramento Council of Governments (SACOG) and the San Luis Obispo County Council of Governments (SLCOG) as part of their recent blueprint processes, and for Fresno COG in Caltrans' San Joaquin Valley Growth Response demonstration project. Fehr & Peers also has extensive experience working with TransCAD, the travel demand model platform used by SCAG.

In summary, Fehr & Peers team demonstrated ability to translate their depth of experience and knowledge into sound technical approaches in the integrated land use and transportation model assessment. They are uniquely qualified to fulfill the overall objective of this study.

## **CONSULTANT CONTRACT**

**Consultant:** Fox & Sohagi

**Scope:** This law firm was originally retained in fiscal year 2004-2005 by the Chief Counsel to provide advice with regard to California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) issues as they relate to Goods Movement. The firm will continue to provide advice on those matters. Additionally, the firms will provide advice with regard to CEQA Streamlining and environmental work as it relates to Goods Movement. The law firm, primarily through the participation of Margaret Sohagi, a well known expert in CEQA, and with limited assistance of Helene Smookler, will provide the legal services as required.

<b>Contract:</b>	<b>Total not to exceed</b>	<b>\$150,000</b>
	Fox and Sohagi	\$150,000

**Contract Period:** July 1, 2006 through June 30, 2009

<b>Work Element:</b>	07-880.SCGS9	\$50,000	Funding Sources: General Fund and Indirect
	08-XXX.XXXX	\$50,000	Funding Sources: General Fund and Indirect
	09-XXX.XXXX	\$50,000	Funding Sources: General Fund and Indirect

**Request for Proposal:** Legal Services are unique and do not require a request for proposal

**Basis for Selection:** The firm was selected by the Chief Counsel and Executive Director based upon the unique and specialized experience of the firm in CEQA and NEPA matters. The firm's primary practice relates to representation of public agencies and has a substantial CEQA practice. The Chief Counsel also consulted with the General Counsel, prior to entering into the original contract with this firm.

## CONSULTANT CONTRACT

**Consultant:** Liebert Cassidy Whitmore

**Scope:** This law firm was retained by the Chief Counsel to provide advice with regard to human resource matters. The law firm, primarily through the participation of Linda Jensen, a partner in the firm, provides legal advice and services on an as needed basis. The firm which specializes in the representation of public agencies has assisted SCAG in the past on such matters as the preparation of the Personnel Rules; analysis with regard to Fair Labor Standards issues and provides specialized training as well.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$75,000</b>
	Liebert Cassidy Whitmore	\$75,000

**Contract Period:** Execution of Agreement through June 30, 2009

<b>Work Element:</b>	07-880.SCGS9	\$25,000	Funding Source: Indirect.
	08-XXX.XXXX	\$25,000	Funding Source: Indirect
	09-XXX.XXXX	\$25,000	Funding Source: Indirect

**Request for Proposal:** Legal Services are unique and do not require a request for proposal

**Basis for Selection:** The firm was selected by the Chief Counsel and Executive Director based upon the unique and specialized experience of the firm in representation of public agencies on human resources issues. The Chief Counsel also consulted with the General Counsel, prior to entering into the original contract with this firm.

## **CONSULTANT CONTRACT**

**Consultant:**

Lindell L. Marsh, Attorney at Law

**Scope:**

**Objective:** Establish a process through which state and federal agencies would share responsibility and work collaboratively with the Southern California transportation agencies to address the infrastructure needs, environmental effects, and community impacts of increasing goods movement through Southern California.

**Background:** Early and active involvement by federal and state agencies in formulation of the freight movement and environmental improvement strategy is entirely consistent with the directive of National Environmental Policy Act (NEPA) Section 101, and is appropriate because Southern California's freight challenge is substantially an outgrowth of federal and state policies on transportation and international trade. Efforts by the regional transportation agencies over the past year are designed to formalize shared responsibility for development and implementation of the freight movement and environmental improvement strategy among federal, state, and regional agencies. In particular, these efforts are intended to change the federal and state agencies' role from review of and reaction to a final product, to collaboration in, and shared responsibility for, development and implementation of the strategy. Benefits are expected to include more timely development, approval, and delivery of infrastructure projects, and increased acceptance of federal and state responsibility to address air quality challenges, many of which that fall principally within the regulatory purview of the U.S. Environmental Protection Agency and the California Environmental Protection Agency.

**Work to Date:** The potential for high-level federal collaboration to address Southern California's freight movement challenge emerged from a two-day, May 2005 conference on the National Environmental Policy Act at the University of California at Irvine (UCI), supported by SCAG and SANBAG. There, present and past Counsels to the White House Council on Environmental Quality (CEQ) received a presentation on the impacts of U.S. international trade policy on the Southern California infrastructure and environment. Dinah Bear, General Counsel to CEQ in the Bush I, Clinton, and Bush II administrations, then invited and arranged for SCAG and SANBAG staff, along with attorney Lindell Marsh, co-convener of the UCI NEPA conference and member of the Board of Directors of the Washington DC-based Growth Management Institute, to present this information to ranking representatives of other federal agencies and to initiate discussions leading toward formalization of a collaborative working relationship.

A second trip in January 2006 generated commitments from the Undersecretary or Director levels of the U.S. Department of Transportation (DOT), Department of the Interior, U.S. Trade Representative, U.S. Fish and Wildlife Service, and U.S. Environmental Protection Agency to enter into negotiations on a Memorandum of Understanding (MOU) with regional and state agencies for these purposes. Since then, efforts have focused principally on obtaining similar commitments from the key state agencies: Business, Transportation and Housing (BTH) and the California Environmental Protection Agency (CalEPA). Discussions with Barry Sedlik, Undersecretary of BTH, and Cindy Tuck, Assistant Secretary of CalEPA, have been cordial and generally encouraging, but have not yet generated commitments comparable to those from the federal agencies (and which are critical to effective federal agency participation). Work since the initial trip to Washington DC at the invitation of CEQ has been supported by contributions from MTA, OCTA, RCTC, and SANBAG. In addition to arrangements for and facilitation of numerous meetings with federal officials through personal contacts in CEQ, products include a draft MOU, documentation of proceedings, preparation of reports and white papers, and participation in numerous meetings with representatives of various governmental, non-government, and environmental advocacy groups. Most recently, these have included discussions convened by staff to Senator Feinstein, in which conceptual agreement has been reached among Federal, State, and Regional officials to proceed with negotiation and execution of this Agreement

It is worth noting that U.S. Transportation Secretary Norm Mineta's recent appointment of additional staff to his Southern California Gateway Office is a result of the MOU-related discussions with senior DOT staff in January 2006.

#### **Scope of Work:**

Lindell L. Marsh's scope of work would be to continue to assist the County Transportation Commissions (CTCs) and SCAG to consummate the MOU with the key local, state and federal agencies and to develop a draft set of protocols as to how the MOU will be implemented. This work will entail assisting SCAG and the CTCs in: 1.) further discussions and meetings with the proposed signatory agencies and others (in some cases, travel to Sacramento, Washington, DC, and San Francisco); 2.) the negotiation and drafting of revisions to the MOU and related documents as needed; and 3.) drafting of a preliminary set of protocols in consultation with the proposed signatories.

The intended result of this work will be the consummation of the MOU and initiation of a process that, among other things, increases



techniques to facilitating the various stakeholder interests.

Lindell Marsh has a strong understanding of the laws, regulations, and institutions comprising our fragmented system of governance (e.g., as reflected in NEPA, CEQA, Environmental Laws and Regulations, FACA, various Executive Orders, etc.). He has an understanding of the practices and working relationships with the public agencies. He has a working knowledge of the underlying substantive concerns (e.g., concerns that are related to economics and projects, the environment and communities). Furthermore, Lindell Marsh has a sense of the practice of group innovation (how to assist the group of fragmented organizations and interests involved to collaboratively innovate).

## CONSULTANT CONTRACT

**Consultant:** Solimar Research Group

**Scope:** The South Bay Mixed Use Centers Study is intended to find appropriate solutions to meeting the challenges of implementing the Compass Blueprint 2% Strategy in the South Bay Cities subregion. The study will conduct research that will help the sub-region identify places that could absorb high-density housing without generating traffic congestion. In the first two phases of the study, the South Bay Cities Council of Governments (SBCCOG) studied four existing mixed use centers and two mixed use corridors in order to assess their transportation performance, ways in which that performance could be improved, and lessons for adding housing to existing commercial centers and corridors under SCAG's 2% Strategy.

In this third year of research on centers and corridors, comparable data will be collected on two additional corridors, making a total of four centers and four corridors that will have been studied. However, the main focus of the 2006-07 program will be to develop meaning from the data in order to produce the findings and lessons that can be used to guide policy for implementing the 2% Strategy in the subregion and throughout the SCAG region. All of the methodologies used in 04-05 and 05-06 will be available for use in this 06-07 study, including the survey instrument.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$99,669</b>
	Solimar Research Group (prime)	\$64,656
	Marlon Boarnet, PhD, UC Irvine (subcontractor)	\$14,000
	Wiltec (subcontractor)	\$10,000
	Mai Nguyen, PhD, University of North Carolina, Chapel Hill (sub-contractor)	\$ 6,000
	Weaver Research & Consulting (subcontractor)	\$ 4,000
	Agnew Tech II (subcontractor)	\$ 1,013

**Contract Period:** October 1, 2006 through June 30, 2007

**Work Element:** 07-065.SBCC1      \$99,669      Funding Sources: FTA 5303 Funds

**Request for Proposal:** SCAG staff notified 155 pre-qualified firms on SCAG's bidders list to notify them of the release of RFP No. 07-030. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's website. The following proposal was received in response to the solicitation:

Solimar Research Group (5 subcontractors)      \$99,669



**Selection Process:**

The Proposal Review Committee (PRC) evaluated the proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Although only one proposal was received the competition was considered adequate due to the RFP's wide distribution.

The PRC was comprised of the following individuals:

Jacki Bacharach, Executive Director, SBCCOG  
Kim Fuentes, Deputy Executive Director, SBCCOG  
Walter Siembab, Principal, Siembab Planning Associates  
Melanie Bradford, Associate Transportation Planner, Caltrans  
Kelley Thom, Associate Planner, City of Rolling Hills Estates  
Rebecca Cutting, Planning Associate, City of Torrance  
Pria Hidisyan, Associate Regional Planner, SCAG

**Basis for Selection:**

The PRC recommends Solimar Research Group (Solimar) for the contract award because of the firm's strong qualifications to fulfill the requirements of the project. The Solimar team is extensive and experienced, with strong academic, professional, and publishing backgrounds. The team understands the complex relationship between land use and transportation planning. It has several years of experience working with the South Bay and other Subregions on Compass Blueprint related issues, particularly related to subregional infill and mixed-use development strategies. A unique aspect of the Solimar team's approach is the attention to user-focused survey techniques, which add relevant data related to patterns in the South Bay. Solimar also expressed a clear plan for working closely with SBCCOG and its working group to provide pertinent updates and share its analytical approach in conducting the work.

## **CONSULTANT CONTRACT**

**Consultant:** UCSB Economic Forecasting Project

**Scope:** Within the area of the economy, an important finding from the State of the Region is the declining competitiveness of per capita income along with the declining competitiveness of average payroll per job. For example, when comparing the per capita income among the 17 large metropolitan regions in the nation, SCAG region dropped from the 4<sup>th</sup> place in 1970, to the 5<sup>th</sup> place in 1980, the 7<sup>th</sup> place in 1990 and the 17<sup>th</sup> place in 2000. Average payroll per job also experienced a downward trend, though less severe as per capita income, when comparing with other large metropolitan regions.

The overall income level is affected most significantly by the dynamics of change of both the quantities and qualities (e.g. wage level) of jobs available in the region. Understanding the wage and job trends and dynamics is hence critical of providing policy recommendations to improve the region's income competitiveness. In addition, wage inequality is a contributing factor to income inequality. Understanding the factors affecting wage dynamics provides a basis to address income inequality.

This project is aimed at providing a better understanding of the wage and job trends in the region and factors affecting the relevant dynamics. It is intended to contribute to the monitoring and assessment of the region's wage and job performance.

Specifically, the Consultant will collect data and information to establish the wage and job trends by sector/occupation at the county and regional level between 1970 and 2005. This would include conducting literature review regarding wage and job trends and dynamics in Southern California. The consultant will also conduct interviews of industry representatives regarding the factors affecting wage and job trends in Southern California. Analysis will then be performed regarding the factors affecting wage and job trends in Southern California and identify policy implications of analysis findings. Finally, the consultant will identify issues and recommendations regarding monitoring and assessing the region's wage and job performance.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$87,225</b>
	UCSB Economic Forecasting Project (prime)	\$55,025
	Weaver Research & Consulting (subcontractor)	\$18,630
	D. Bahl (subcontractor)	\$13,570

**Contract Period:** Notice to Proceed through June 30, 2007

**Work Element:**

07-080.SCGC2	\$87,225	Funding Sources: FHWA Planning & TDA
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**Request for Proposal:** SCAG staff notified 192 pre-qualified firms of the release of RFP No. 07-003. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's bid management system. The following five proposals were received in response to the solicitation:

Angelou Economics (0 subcontractors)	\$90,000
Innovative Research Group (0 subcontractors)	\$87,800
PA Consulting (2 subcontractors)	\$89,990
UCSB Economic Forecast Project (2 subcontractors)	\$87,225
Weiner Analytics (0 subcontractors)	\$55,054

**Selection Process:** The Proposal Review Committee (PRC) evaluated all five proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with the following three of the five offerors: Innovative Research Group, PA Consulting Group, and the UCSB Economic Forecast Project.

The PRC was comprised of the following individuals:

Ping Chang, Program Manager II, SCAG  
Hsi-hwa Hu, Senior Regional Planner, SCAG  
Javier Minjares, Senior Regional Planner, SCAG  
Chao Wei, Senior Transportation Planner, Caltrans, District 7

**Basis for Selection:** The PRC recommends the UCSB Economic Forecast Project for the contract award because of their unique qualifications to fulfill the requirements of the project.

The UCSB Economic Forecast Project team has completed numerous economic analysis projects in Southern California. These projects are

related to, for example, economic forecasting, workforce analysis, demographic analysis, and economic impact studies. Hence, the consultant team is very familiar with regional economic development issues.

The Consultant team has demonstrated a solid understanding of wage and job dynamics in Southern California. For example, they have pointed out concisely both in their proposals as well as the interview several dimensions of the dynamics. These included, for example, the diversification of our regional economy that has reduced the impacts of economic adverse cycles. Another dynamic was the roles played by small and medium-sized companies and emerging industry sectors in the economic turnaround from the 1990s recession. Understanding of these dynamics is very critical for a meaningful analysis of the wage and job trends in the region.

The UCSB Economic Forecast Project team also has a depth of knowledge and experience in collecting and analyzing various sources of economic related data. They have built and maintained a large multi-county forecasting and simulation model. Their proposed approach would combine the strengths of both cross section and time series data analysis. For example, they would use regression analysis of job and wage data with economic context data. In addition, the project team will conduct time series analysis to test whether the data exhibit temporal dependence. Also, the two subcontractors bring additional expertise in urban growth related issues that complements well with the core team's strengths in economic analysis.

In summary, the UCSB Economic Forecast Project team demonstrated their ability to translate their depth of experience and knowledge into sound technical approaches in wage and job trends analysis. They are uniquely qualified to fulfill the overall objective of this study.